

**AN ORDINANCE**

**08-0 -0529**

**BY: ZONING COMMITTEE**

**AN ORDINANCE TO AMEND SECTION 16-28A.010(12) OF THE CITY OF ATLANTA SIGN ORDINANCE REGULATING THE SIGNAGE ALLOWED IN THE DOWNTOWN SPECIAL PUBLIC INTEREST DISTRICT (SPI-1), TO ALLOW BUSINESS IDENTIFICATION SIGNS FOR COMMERCIAL/RETAIL AND INSTITUTIONAL USES LOCATED ON THE UPPER FLOORS OF BUILDINGS; TO PROVIDE A MAXIMUM HEIGHT FOR SUCH SIGNS; AND FOR OTHER PURPOSES.**

**WHEREAS**, The Downtown Special Public Interest (“SPI-1”) regulations have the intent to create a 24-hour urban environment as one of its stated purposes; and

**WHEREAS**, increased signage of such establishments which are located on the second story above street level will assist such locations to attract more pedestrian traffic and assist in the creation of 24 hour environment.

**NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA AS FOLLOWS:**

**SECTION 1:** That Section 16-28A.010(12)(a)(1) of the City of Atlanta Sign Ordinance which currently read as follows:

1. *Type, Number, and Area of Building Signs:* Wall signs, projecting signs, canopy signs, parapet wall signs, suspended signs, and marquee signs shall be permitted. A maximum of three building business identification signs shall be permitted for each business establishment on the ground floor of a building. Only one of said three signs may be a suspended or projecting sign. The combined area of these permitted building business identification signs shall not exceed 10 percent of the total area of the front wall of the ground floor of said business establishment, and in no case shall any individual sign exceed 200 square feet. Notwithstanding these provisions, every business establishment shall be entitled to at least 60 square feet total combined sign area.

Be amended to read as follows:

1. *Type, Number, and Area of Building Signs:*

(a) Type: Wall signs, projecting signs, canopy signs, parapet wall signs, suspended signs, and marquee signs shall be permitted. However, only one of the signs may be either suspended or projecting along each street frontage.

(b) Number:

(1) A maximum of three (3) business identification signs shall be allowed for each business establishment on the sidewalk-level of a building. Sidewalk-level for the purposes of this section shall be defined by Section 16-18A.005(3).

(2) A maximum of three (3) business identification signs shall be allowed for any permitted use listed under the commercial/retail and institutional headings of the Use Table in Section 16-18A.006 located on the building floor level immediately above sidewalk-level and having a façade that fronts a public right of way or private street.

(c) Area: Where a business establishment is permitted to have business identification signs, the following regulations shall apply:

(1) The combined area of the business identification signs shall not exceed 10 percent of the total aggregate area of the walls that face the public right of way but at least 60 square feet of combined sign area is allowed.

(2) No individual sign shall exceed 200 square feet.

**SECTION 2:** That Section 16-28A.010(12)(a) of the City of Atlanta Sign Ordinance is amended to include a new paragraph to read as follows:

10. *Maximum Height of Business Identification Signs:* Section 16-28A.007(m) shall be supplanted such that for SPI-1: No portion of any business identification sign shall extend above the top of the building upon which it is located. When attached to buildings over 30 feet in height, no portion of a business identification sign shall be located more than 30 feet in height above sidewalk-level with the exception of business identification signs permitted by 16-28A.010(12)(a)(1)(b)(2), whereas the height may be extended to a maximum of 50 feet above sidewalk-level provided that:

(a) The sign shall be located directly above the independent entrance to the upper floor use; or

(b) The sign shall be located directly above or adjacent to windows for such upper floor use.

**SECTION 3:** This ordinance shall become effective immediately upon signing by the Mayor or as otherwise provided by the operation of law.